Awake!

COPING WITH RISING PRICES

Awake!®

Vol. 106, No. 1 2025 ENGLISH

Produced Each Issue: 33,206,000
Available in 270 Languages

Awake! (ISSN 0005-237X)
November/December 2025 is published by Watchtower Bible and Tract Society of New York, Inc.; Harold L. Corkern, President; Mark L. Questell, Secretary-Treasurer; 1000 Red Mills Road, Wallkill, NY 12589-3299, and by Watch Tower Bible and Tract Society of Canada, 13893 Highway 7, Georgetown, ON L7G 4S4.
© 2025 Watch Tower Bible and Tract Society of Pennsylvania.
Printed in Canada.

For the UNITED STATES OF AMERICA:
Jehovah's Witnesses
1000 Red Mills Road
Wallkill, NY 12589-3299

For CANADA:
Jehovah's Witnesses
PO Box 4100
Georgetown, ON L7G 4Y4

For a complete list of worldwide addresses, see www.jw.org/en/contact.

COPING WITH RISING PRICES

Accept the Reality 4

Manage Your Funds Wisely 6

JW.ORG®

Would you like a visit or to receive Bible lessons? | Go to www.jw.org, | or send your request to one of the addresses above.

This publication is not for sale. It is provided as part of a worldwide Bible educational work supported by voluntary donations. To make a donation, please visit donate.jw.org. Unless otherwise indicated, Scripture quotations are from the modern-language *New World Translation of the Holy Scriptures.*

Are you anxious about the rising cost of living? Are you working longer hours to make ends meet? Do you have less time to spend with your loved ones? If so, the articles in this issue of *Awake!* can help you. They offer practical suggestions to improve the quality of your life and to reduce your anxieties. The final article offers a genuine hope for a far better future—a hope that can comfort you even now.

Be Content 10

Be Generous 12

Be Hopeful 14

COPING WITH **RISING PRICES**

Accept the Reality

When prices increase gradually, we may hardly notice, especially if wages are keeping pace. However, when prices shoot up and wages stay the same, we can become anxious and stressed, particularly if we have a family to care for.

We are unable to curb the rising cost of living. But by accepting that this is the reality, we can actually benefit ourselves.

Trying to maintain an unrealistically lavish lifestyle is like trying to swim against the current of a fast-flowing river

WHY IT MATTERS

People who have a realistic view of rising prices may find it easier to . . .

- remain calm. When we are calm, we think more clearly and make better decisions.
- avoid unwise practices. For example, it would be unwise for us to ignore bills or to spend wastefully.
- refrain from arguing with family members over money.
- identify ways to cope, which may include adjusting priorities and spending habits.

WHAT YOU CAN DO

Be willing to adapt. During periods of high inflation, it is wise to reduce spending, if possible. Some people try to enjoy a lifestyle that they cannot possibly maintain, which is like trying to swim against the current of a fast-flowing river! In the end, they just wear themselves out. If you have a family, you may also be concerned about providing for them—and rightly so! Yet, keep this in mind: Your family members need your love, time, and attention more than anything else.

"Can all your worries add a single moment to your life? Of course not!"—Luke 12:25, *New Living Translation.*

"Never be anxious about the next day, for the next day will have its own anxieties. Each day has enough of its own troubles."—Matthew 6:34.

"As the Bible foretold at 2 Timothy 3:1, we live in 'critical times hard to deal with.' So I am not surprised when economic problems come along and prices increase. I try to adapt by looking for ways to reduce my spending on nonessential items."
—Phazilya, Azerbaijan.

COPING WITH **RISING PRICES**

Manage Your Funds Wisely

Rising prices create challenges for us all. But you do not need to feel like a helpless victim. There may be things you can do to improve your situation.

WHY IT MATTERS

If you don't at least try to manage your money, your finances could easily spiral out of control, adding to your worries and anxieties. Even if you have limited funds, there are several things that you can do to help you manage your finances.

WHAT YOU CAN DO

Live within your means. When you do this, you will likely feel more in control of your financial situation and more confident about dealing with unforeseen expenses.

To help you live within your means, create a budget—a plan that tracks your income and expenses. As you consider your budget, carefully determine your real needs. Then do your best to stick to your spending plan, adjusting it as your income or prices change. Of course, if you are married, involve your mate in any decisions.

Try this: Instead of buying items on credit, pay with cash if you can. Some find that by spending in this way, they manage their budget more effectively and even stay out of debt. Also, take the time to review your bank statements. You will feel less stressed when you know how much money you actually have.

Living within your means can be hard. But a practical, well-thought-out budget can be a big help. You may also have a greater sense of control.

"Calculate the expense."
—Luke 14:28.

Protect your livelihood. What practical things can you do to keep your job? Here are just a few: Be punctual. Have a positive attitude toward your work. Show initiative, and work hard. Be respectful. Follow the rules, and try to improve your skills.

Avoid wasting your money. Ask yourself, 'Do I have any expensive or wasteful habits?' For example, many people waste their hard-earned money by abusing drugs, gambling, smoking, or drinking too much alcohol. These habits can also cost them their health and their job.

"Happy is the man who finds wisdom . . . It is better than gaining silver."
—Proverbs 3:13, 14.

Save for emergencies. When you can, put aside a small amount of money for unexpected expenses or emergencies. Such a fund can give you a measure of security should you or a family member face a sudden health issue, the loss of a job , or some other unforeseen event.

"Time and unexpected events overtake [us] all."
—Ecclesiastes 9:11.

Money-Saving Tips

Prepare more meals at home.

Frequently eating out or regularly buying prepared meals and drinks can be costly. Granted, it takes time and effort to prepare food at home, but the savings can be considerable. You will also have more control over the quality of your meals.

Shop smart.

- Make a grocery list, and stick to it. Resist impulse buying.
- Find better deals by buying some things in bulk if your budget allows. Be sure, though, that you can safely store perishable items to prevent waste.
- Consider buying cheaper store-brand items if the quality is reasonable.
- Shop online to find better deals, to avoid unplanned in-store purchases, and to keep better track of spending. If online shopping is available where you live, could it work for you?
- Look for sales, and use coupons where available. Compare prices, including for the cost of energy and other utilities.

Think twice about upgrades.

Manufacturers of phones and other products constantly roll out new models to increase profits. So stop and ask yourself: ‘Will upgrading to the latest model really benefit me? Do I need to upgrade now? And if I do upgrade, do I really need the latest model?’

Repair and reuse items.

Maintain your appliances to prolong their life and, if it is cost-effective, repair them when they break. You might also consider buying pre-owned products.

Grow your own food.

Could you set aside some space to grow your own food? In addition to reducing your grocery bill, you might grow something to trade, sell, or share.

“The plans of the diligent surely lead to success.”—Proverbs 21:5.

"We keep a close eye on the prices of everyday items, and we monitor our credit card use."

—Miles, England.

"Before we do our grocery shopping, my family and I always prepare a list of items that we need."

—Jeremy, U.S.A.

"We regularly update our family budget to adjust to economic realities, and we set aside money for unforeseen expenses."

—Yael, Israel.

"We taught our children to fix things that break rather than buy new ones. This includes our car and household appliances. My wife and I also try to avoid purchasing the latest models."

—Jeffrey, U.S.A.

"I reduced my expenses by planting my own vegetables and by raising some chickens. I'm even able to share some of my vegetables with other people."

—Hono, Myanmar.

Be Content

People who are content are satisfied with their life. And as their circumstances change, they adjust their lifestyle to live within their means.

WHY IT MATTERS

Psychologist Jessica Koehler noted that contented people tend to have a more positive outlook. She also found them to be less envious of others. It comes as no surprise, therefore, that contented people are usually happier and less stressed. In fact, some of the happiest people have little materially. That is especially true of those who place a high value on the things that money cannot buy, such as the joy that comes from spending time with family and friends.

"Having food and clothing, we will be content with these things." —1 Timothy 6:8.

WHAT YOU CAN DO

Avoid making comparisons. If you compare your modest lifestyle with the luxurious one that someone else may seem to have, you could become discontented, even envious. Moreover, such comparisons may not reflect reality. Some who have many possessions may actually be deeply in debt. Nicole, who lives in Senegal, says: "I don't need a lot of things to be happy. If I am content, I can be happy even when others have more than I do."

Try this: Avoid advertisements or social media posts that highlight the wealth or extravagant lifestyles of others.

"Even when a person has an abundance, his life does not result from the things he possesses." —Luke 12:15.

Be grateful. Grateful people are more likely to be contented and are less prone to feel that they need or deserve more. Roberton, from Haiti, says: "I take time to reflect on the acts of kindness others have shown to me and my family. Then, I tell those people how much I appreciate what they have done. I also teach my eight-year-old son to say thank you for everything he receives."

Try this: Keep a "gratitude" journal. Each day, write down something that you are thankful for. It might be good health, a close family, true friends, or even a spectacular sunset.

"The one with a cheerful heart has a continual feast."—Proverbs 15:15.

At times, we all struggle to be content with what we have. But our efforts are worth it! When we choose contentment, we also choose happiness—another quality that money cannot buy.

"Our family has learned to be content, which has been a huge blessing for us. As a result, our pace of life has slowed, we have more time for one another, and we enjoy the things that we do have."
—Erik, U.S.A.

Be Generous

If you are struggling to cope with rising prices, you may feel that being generous is simply out of the question. Yet, you may find that giving generously to others will help you to cope with economic difficulties. You can be both frugal and generous.

WHY IT MATTERS

Being generous—even in small ways—makes us happy and boosts our self-esteem. In fact, studies indicate that giving can be good for our overall physical and mental health. For example, it can reduce anxiety, stress, blood pressure, and even aches and pains. It may also improve sleep.

"There is more happiness in giving than there is in receiving."—Acts 20:35.

When we give to others, financially or otherwise, we may find it easier to accept help when we need it. Howard, who lives in England, says: "By looking for ways to be generous and helpful to others, my wife and I feel we are being less of a burden when it's our turn to receive help." Of course, people who are generous at heart do not expect anything in return. But what they may get are true friends who willingly come to their aid in times of need.

"Practice giving, and people will give to you."—Luke 6:38.

WHAT YOU CAN DO

Share what you have. If you have little to give, you may still have something to share, even if it is just a simple meal. Duncan and his family, who live in Uganda, are quite poor, but they still have a generous spirit. Duncan says: "On Sundays, my wife and I invite someone to our home for a simple meal. We enjoy spending time with others."

Of course, when you give to others, you should be reasonable. You do not want to create needless hardships for your family.—Job 17:5.

Try this: Offer someone a simple meal or even a beverage. If you have items that you no longer need, why not give them to friends or neighbors who may benefit from and appreciate them?

Give in other ways. Some of the best gifts cost no money. For instance, we can give of our time and attention by doing helpful things for others. Even kind words can be a gift! So tell others how much you appreciate or love them.

Try this: Help others with their chores, home repairs, or errands. Write a heartfelt card or send a text message to a friend, even if only to say that you are thinking about the person.

When you look for ways to be generous, you open a door to many rewards.

"Do not forget to do good and to share what you have with others."—Hebrews 13:16.

"Although our apartment is small, we love to cook for our friends and share meals together. We truly enjoy supporting our friends. Sometimes we can give money. Most times, though, we give of our time. Experience has taught us again and again that there is more happiness in giving than in receiving."
—Trey, Israel.

COPING WITH **RISING PRICES**

Be Hopeful

Is the cost of living in your country outpacing your income? Are you concerned about providing for yourself and your loved ones? If so, you may feel that your future is uncertain. Yet, even in such difficult circumstances, hope is an important asset.

WHY IT MATTERS

Hopeful people do not just wish for good things to happen. Hope energizes them to take action and make the best of their current situation. For example, studies show that people who are hopeful . . .

- tend to be more resilient
- are better able to adapt
- make wiser lifestyle choices, including behavior that promotes better health

WHAT YOU CAN DO

First, consider how the Bible can help you today. The Bible contains practical suggestions that can help you to cope with rising prices. These suggestions may, among other things, enable you to gain more control over your life and feel better equipped to deal with future challenges.

"Good sense will protect you; understanding will guard you."—Proverbs 2:11, *New Century Version.*

Second, consider what the Bible says about the future. When you recognize the value of the wisdom found in the Bible, you may be moved to look more closely at what this book says about the future. For instance, you will learn that God not only wants you to have "a future and a hope" but also has provided a solid foundation for that hope. (Jeremiah 29:11) That foundation is God's Kingdom.

WHAT IS GOD'S KINGDOM, AND WHAT WILL IT DO?

God's Kingdom is a **government** that will take full control of the entire earth. (Daniel 2:44; Matthew 6:10) Ruling from heaven, it will bring an end to suffering and poverty, replacing them with peace and plenty, as the following scriptures show.

- "You will be happy and will enjoy prosperity." —Psalm 128:2.
- "They [Kingdom subjects] will not toil for nothing." —Isaiah 65:23.
- "There will be an abundance of grain on the earth." —Psalm 72:16.

Millions of people trust those promises, convinced that God "cannot lie." (Titus 1:2) So why not look into the Bible for yourself? The hope it offers can give you the inner strength to cope with economic hardships and to look to the future with confidence.

"My Bible-based hope helps me view the world's troubles as temporary. Reflecting on this gives me the strength I need to deal with worsening economic conditions." *—Ramaz, Georgia.*

LEARN MORE

Can you really trust what the Bible says about the future? Watch the following videos on jw.org: *How Can We Be Sure the Bible Is True?* and *What Is God's Kingdom?*

LEARN MORE

On jw.org, search for “Employment and Money.” In the section with this title, you will find a number of articles that are well-researched and that have helped many readers deal with our challenging times. Here are just some of the topics:

“A Balanced View of Money”

“How to Live on Less”

“Living Within One’s Means—How It Can Be Done”

“A World in Turmoil—Protect Your Livelihood”

JW.ORG
Library > Magazines > Awake! | September 2015
READ IN English
COVER SUBJECT
A Balanced View of Money
THERE is a saying, “Money makes the world go round.” There is some truth to that statement. After all, it takes money to buy food, obtain clothing, and pay for rent or buy a home. “The role of money in

JW.ORG®

Free downloads of this magazine and past issues

Bible available online in hundreds of languages

Visit the **jw.org** website, or scan code

g25.1-E 250506